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A system to provide a product to a customer includes, in one aspect, establishment of an agreement with a customer to provide a number of units of a product for an agreement price, arrangement with a retailer to have the product redeemed at the retailer, and reception of data indicating a redemption of a fractional number of units of the product.

Advantageously, customer behavior can thereby be influenced in a retailer's favor and a retailer is provided with indications of future demand. In addition, a customer is provided with convenience, protection against price increases, and an ability to pay less than a retail price for a product.